

Integrated Communications Account Manager

Seattle, WA

Billable Utilization Target: 80%

Profile Summary

Nyhus Communications is seeking to add a dynamic member to our growing team. The Integrated Communications Account Manager will lead a combination of public relations and integrated marketing campaigns while maintaining a supportive work environment and culture of accountability. The position requires someone who can own and manage client relationships, and develop and implement strategies quickly and creatively in a fast-paced environment. The Account Manager reports to the Senior Director of Marketing and Content.

Responsibilities

The Integrated Communications Account Manager will lead accounts that include both public relations and marketing/content strategy components. The ideal candidate will have experience in public relations and marketing, outstanding writing and verbal communication skills, and a passion for building and maintaining client and vendor relationships.

Key duties and responsibilities for this role:

- Ensure all work is executed to the highest level according to Nyhus' core values: quality, service and impact
- Manage and nurture existing client relationships and ensure relationships are continually deepening
- Lead overall account strategy, testing plans, and innovation
- Proficiency in Google Analytics and Adwords
- Solid understanding of web design and SEO (required)
- Attention to detail and proven track record of creative thinking, challenging ideas and executing concept to delivery
- Social media strategy and implementation
- Advertising strategy and implementation
- Proactively anticipate and manage any issues that arise during the campaign
- Develop marketing materials for Nyhus and clients such as fact sheets, case studies, business cards, business development kits
- Execute website and social media assessments
- Manage Marketing Automation
- Comfortable counseling C-level executives on integrated communications strategies
- Leads key message and messaging architecture development
- Provides strategic input on client media strategies
- Leverages relationships with top-tier media and industry analysts on behalf of individual clients and overall Nyhus team
- Pitches top-tier media
- Models and coaches team on best practices in successfully engaging with media

Requirements

Qualifications:

- 5-7 years' experience in an agency or comparable environment executing on public relations and marketing accounts
- At least 3 years' experience managing client relationships and plan development and execution
- At least 1-2 years' experience managing individuals or a team
- Strong ability to produce quality work under tight deadlines
- Ability to successfully multi-task
- Excellent written and verbal communications skills

- Collaborative, positive attitude and ability to self-motivate
- Exceptional organizational and time-management skills
- Solid judgment with high standards of accuracy, responsiveness, integrity and discretion

Business Skills & Activities:

- Ability to handle multiple projects, meet deadlines, and turn projects quickly
- Strong project management skills
- Excellent attention to detail
- Anticipate needs of team and suggests solutions to exceed client expectations
- Manage and mentors other team members
- Manage client budgets and actively communicates with client leads on status of projects
- Input vendor invoices into resource management software
- Lead multiple accounts, serving as a strategist, project manager and team leader

Client Management:

- Lead development and execution of thoughtful and effective strategic marketing, corporate responsibility and social media plans that maximize results for clients tied directly to the clients' business objectives
- Effectively integrate across Nyhus account teams to contribute to client planning and activities
- Lead and manage Nyhus marketing and social media plan and team, elevating Nyhus position in the marketplace and key corporate responsibility initiatives
- Demonstrate a strong knowledge of social media tools and their applications for PR and marketing campaigns
- Lead multiple high-profile accounts, serving as a strategist, project manager and team leader
- Develop and present marketing plans that address business goals, situation analysis, challenges, solutions, measurement criteria and budgets
- Serve as day-to-day client contact
- Proactively anticipate and manage dynamic campaigns
- Demonstrate strong understanding and awareness of client issues in order to provide strategic planning and counsel to clients and stakeholders

Business Development:

- Assist in research and execution of firm-wide business development strategy
- Implement marketing strategies to support Nyhus business development initiatives
- Manage team-wide marketing campaigns and initiatives to grow the agency

About Nyhus

Nyhus is a dynamic, results-oriented strategic communications and advocacy firm that works with best-in-class companies around the world. With headquarters in Seattle and offices in Los Angeles, Washington, D.C. and Beijing, Nyhus is smart, strategic, collaborative and well-connected. We operate at the intersection of business, government and the community, helping world-class clients inspire change, solve problems and create lasting impact. This is a unique opportunity to join an exciting company that is poised for rapid growth.

To Apply

To apply, please send cover letter, resume and three writing samples to careers@nyhus.com, indicating desired position in the subject line. We respectfully ask that you refrain from calling about your application. We will contact you if we see a good fit. Thank you for your interest in Nyhus.